

Traffic Order#

Printed: 10/05/2012 11:24 AM
Last Received: 10/05/2012 11:02 AM
Showing Buylines: All Lines

1 of 11

Station	WKRC-TV CINCINNATI, OH
Advertiser	() POLITICAL ISSUE GROU
Product	American Crossroads
Estimate#	1088
Buyer	Noelle Ramsey
Phone#	
Fax#	

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/1088
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$250.00	10/09-10/09	1	1	1	\$250.00	
Rating: 1.2												
	2	W	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$250.00	10/10-10/10	1	1	1	\$250.00	
Rating: 1.2												
	3	TH	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$250.00	10/11-10/11	1	1	1	\$250.00	
Rating: 1.2												
	4	M	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$250.00	10/15-10/15	1	1	1	\$250.00	
Rating: 1.2												
	5	SU	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$250.00	10/14-10/14	1	1	1	\$250.00	
Rating: 1.1												
	6	TU	530A-6A	GOOD MORNING CINCY	:30	\$1,100.00	10/09-10/09	1	1	1	\$1,100.00	
Rating: 3.2												
	7	W	530A-6A	GOOD MORNING CINCY	:30	\$1,100.00	10/10-10/10	1	1	1	\$1,100.00	
Rating: 3.2												
	8	TH	530A-6A	GOOD MORNING CINCY	:30	\$1,100.00	10/11-10/11	1	1	1	\$1,100.00	
Rating: 3.2												

Rep Order#	9836870	Ver#	1	Status	New
EC'd	No				

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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	9	F	530A-6A	GOOD MORNING CINC	:30	\$1,100.00	10/12-10/12	1	1	1	\$1,100.00	
	Rating: 3.2											
	10	M	530A-6A	GOOD MORNING CINC	:30	\$1,100.00	10/15-10/15	1	1	1	\$1,100.00	
	Rating: 3.2											
	11	TU	6A-630A	GOOD MORNING CINC	:30	\$1,400.00	10/09-10/09	1	1	1	\$1,400.00	
	Rating: 4.0											
	12	W	6A-630A	GOOD MORNING CINC	:30	\$1,400.00	10/10-10/10	1	1	1	\$1,400.00	
	Rating: 4.0											
	13	TH	6A-630A	GOOD MORNING CINC	:30	\$1,400.00	10/11-10/11	1	1	1	\$1,400.00	
	Rating: 4.0											
	14	F	6A-630A	GOOD MORNING CINC	:30	\$1,400.00	10/12-10/12	1	1	1	\$1,400.00	
	Rating: 4.0											
	15	M	6A-630A	GOOD MORNING CINC	:30	\$1,400.00	10/15-10/15	1	1	1	\$1,400.00	
	Rating: 4.0											
	16	TU	630A-7A	GOOD MORNING CINC	:30	\$1,400.00	10/09-10/09	1	1	1	\$1,400.00	
	Rating: 3.6											
	17	W	630A-7A	GOOD MORNING CINC	:30	\$1,400.00	10/10-10/10	1	1	1	\$1,400.00	
	Rating: 3.6											
	18	TH	630A-7A	GOOD MORNING CINC	:30	\$1,400.00	10/11-10/11	1	1	1	\$1,400.00	
	Rating: 3.6											
	19	F	630A-7A	GOOD MORNING CINC	:30	\$1,400.00	10/12-10/12	1	1	1	\$1,400.00	
	Rating: 3.6											

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	20	M	630A-7A	GOOD MORNING CINCY	:30	\$1,400.00	10/15-10/15	1 P1	1	1	\$1,400.00	
	Rating: 3.6											
	21	TU	7A-730A	THE EARLY SHOW	:30	\$950.00	10/09-10/09	1 P1	1	1	\$950.00	
	Rating: 2.8											
	22	W	7A-730A	THE EARLY SHOW	:30	\$950.00	10/10-10/10	1	1	1	\$950.00	
	Rating: 2.8											
	23	TH	7A-730A	THE EARLY SHOW	:30	\$950.00	10/11-10/11	1	1	1	\$950.00	
	Rating: 2.8											
	24	F	7A-730A	THE EARLY SHOW	:30	\$950.00	10/12-10/12	1	1	1	\$950.00	
	Rating: 2.8											
	25	M	7A-730A	THE EARLY SHOW	:30	\$950.00	10/15-10/15	1	1	1	\$950.00	
	Rating: 2.8											
	26	SA	7A-730A	12 NEWS SATURDAY	:30	\$1,000.00	10/13-10/13	1 P1	1	1	\$1,000.00	
	Rating: 3.2											
	27	SA	730A-8A	12 NEWS SATURDAY	:30	\$1,000.00	10/13-10/13	1	1	1	\$1,000.00	
	Rating: 3.6											
	28	SA	9A-930A	SATURDAY EARLY SHOW	:30	\$1,400.00	10/13-10/13	1 P1	1	1	\$1,400.00	
	Rating: 3.2											
	29	TU	9A-10A	THE DOCTORS	:30	\$650.00	10/09-10/09	1 P2	1	1	\$650.00	
	Rating: 2.3											
	30	W	9A-10A	THE DOCTORS	:30	\$650.00	10/10-10/10	1	1	1	\$650.00	
	Rating: 2.3											

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	31	TH	9A-10A	THE DOCTORS	:30	\$650.00	10/11-10/11	1	P2	1	\$650.00	
	Rating: 2.3											
	32	F	9A-10A	THE DOCTORS	:30	\$650.00	10/12-10/12	1		1	\$650.00	
	Rating: 2.3											
	33	M	9A-10A	THE DOCTORS	:30	\$650.00	10/15-10/15	1		1	\$650.00	
	Rating: 2.3											
	34	TU	10A-11A	ANDERSON	:30	\$650.00	10/09-10/09	1	P2	1	\$650.00	
	Rating: 2.1											
	35	W	10A-11A	ANDERSON	:30	\$650.00	10/10-10/10	1		1	\$650.00	
	Rating: 2.1											
	36	TH	10A-11A	ANDERSON	:30	\$650.00	10/11-10/11	1		1	\$650.00	
	Rating: 2.1											
	37	F	10A-11A	ANDERSON	:30	\$650.00	10/12-10/12	1		1	\$650.00	
	Rating: 2.1											
	38	M	10A-11A	ANDERSON	:30	\$650.00	10/15-10/15	1		1	\$650.00	
	Rating: 2.1											
	39	TU	12P-1230P	12 NEWS AT NOON	:30	\$2,500.00	10/09-10/09	1	P1	1	\$2,500.00	
	Rating: 6.4											
	40	W	12P-1230P	12 NEWS AT NOON	:30	\$2,500.00	10/10-10/10	1		1	\$2,500.00	
	Rating: 6.4											
	41	TH	12P-1230P	12 NEWS AT NOON	:30	\$2,500.00	10/11-10/11	1		1	\$2,500.00	
	Rating: 6.4											

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	42	F	12P-1230P	12 NEWS AT NOON	:30	\$2,500.00	10/12-10/12	1	P1	1	1	\$2,500.00
	Rating: 6.4											
	43	M	12P-1230P	12 NEWS AT NOON	:30	\$2,500.00	10/15-10/15	1		1	1	\$2,500.00
	Rating: 6.4											
	44	TU	1230P-130P	THE YOUNG AND RESTLESS	:30	\$1,500.00	10/09-10/09	1	P1	1	1	\$1,500.00
	Rating: 3.9											
	45	W	1230P-130P	THE YOUNG AND RESTLESS	:30	\$1,500.00	10/10-10/10	1		1	1	\$1,500.00
	Rating: 3.9											
	46	TH	1230P-130P	THE YOUNG AND RESTLESS	:30	\$1,500.00	10/11-10/11	1		1	1	\$1,500.00
	Rating: 3.9											
	47	F	1230P-130P	THE YOUNG AND RESTLESS	:30	\$1,500.00	10/12-10/12	1		1	1	\$1,500.00
	Rating: 3.9											
	48	M	1230P-130P	THE YOUNG AND RESTLESS	:30	\$1,500.00	10/15-10/15	1		1	1	\$1,500.00
	Rating: 3.9											
	49	TU	3P-4P	LET'S MAKE A DEAL	:30	\$1,000.00	10/09-10/09	1	P1	1	1	\$1,000.00
	Rating: 2.7											
	50	W	3P-4P	LET'S MAKE A DEAL	:30	\$1,000.00	10/10-10/10	1		1	1	\$1,000.00
	Rating: 2.7											
	51	TH	3P-4P	LET'S MAKE A DEAL	:30	\$1,000.00	10/11-10/11	1		1	1	\$1,000.00
	Rating: 2.7											

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	52	F	3P-4P	LET'S MAKE A DEAL	:30	\$1,000.00	10/12-10/12	1	1	1	\$1,000.00	
Rating: 2.7												
	53	M	3P-4P	LET'S MAKE A DEAL	:30	\$1,000.00	10/15-10/15	1	1	1	\$1,000.00	
Rating: 2.7												
	54	TU	4P-430P	12 NEWS FIRST	:30	\$2,000.00	10/09-10/09	1	1	1	\$2,000.00	
Rating: 5.4												
	55	W	4P-430P	12 NEWS FIRST	:30	\$2,000.00	10/10-10/10	1	1	1	\$2,000.00	
Rating: 5.4												
	56	TH	4P-430P	12 NEWS FIRST	:30	\$2,000.00	10/11-10/11	1	1	1	\$2,000.00	
Rating: 5.4												
	57	F	4P-430P	12 NEWS FIRST	:30	\$2,000.00	10/12-10/12	1	1	1	\$2,000.00	
Rating: 5.4												
	58	M	4P-430P	12 NEWS FIRST	:30	\$2,000.00	10/15-10/15	1	1	1	\$2,000.00	
Rating: 5.4												
	59	TU	430P-5P	12 NEWS FIRST	:30	\$2,000.00	10/09-10/09	1	1	1	\$2,000.00	
Rating: 5.9												
	60	W	430P-5P	12 NEWS FIRST	:30	\$2,000.00	10/10-10/10	1	1	1	\$2,000.00	
Rating: 5.9												
	61	TH	430P-5P	12 NEWS FIRST	:30	\$2,000.00	10/11-10/11	1	1	1	\$2,000.00	
Rating: 5.9												
	62	F	430P-5P	12 NEWS FIRST	:30	\$2,000.00	10/12-10/12	1	1	1	\$2,000.00	
Rating: 5.9												

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	63	M	430P-5P	12 NEWS FIRST	:30	\$2,000.00	10/15-10/15	1 P1	1	1	\$2,000.00	
Rating: 5.9												
	64	TU	5P-530P	12 LOCAL NEWS	:30	\$2,200.00	10/09-10/09	1 P1	1	1	\$2,200.00	
Rating: 7.2												
	65	W	5P-530P	12 LOCAL NEWS	:30	\$2,200.00	10/10-10/10	1	1	1	\$2,200.00	
Rating: 7.2												
	66	TH	5P-530P	12 LOCAL NEWS	:30	\$2,200.00	10/11-10/11	1	1	1	\$2,200.00	
Rating: 7.2												
	67	F	5P-530P	12 LOCAL NEWS	:30	\$2,200.00	10/12-10/12	1	1	1	\$2,200.00	
Rating: 7.2												
	68	M	5P-530P	12 LOCAL NEWS	:30	\$2,200.00	10/15-10/15	1	1	1	\$2,200.00	
Rating: 7.2												
	69	TU	530P-6P	12 LOCAL NEWS	:30	\$2,400.00	10/09-10/09	1 P1	1	1	\$2,400.00	
Rating: 7.5												
	70	W	530P-6P	12 LOCAL NEWS	:30	\$2,400.00	10/10-10/10	1	1	1	\$2,400.00	
Rating: 7.5												
	71	TH	530P-6P	12 LOCAL NEWS	:30	\$2,400.00	10/11-10/11	1	1	1	\$2,400.00	
Rating: 7.5												
	72	F	530P-6P	12 LOCAL NEWS	:30	\$2,400.00	10/12-10/12	1	1	1	\$2,400.00	
Rating: 7.5												
	73	M	530P-6P	12 LOCAL NEWS	:30	\$2,400.00	10/15-10/15	1	1	1	\$2,400.00	
Rating: 7.5												

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	74	TU	6P-630P	12 NEWS AT 6P	:30	\$2,800.00	10/09-10/09	1	P2	1	\$2,800.00	
Rating: 8.2												
	75	W	6P-630P	12 NEWS AT 6P	:30	\$2,800.00	10/10-10/10	1		1	\$2,800.00	
Rating: 8.2												
	76	TH	6P-630P	12 NEWS AT 6P	:30	\$2,800.00	10/11-10/11	1		1	\$2,800.00	
Rating: 8.2												
	77	F	6P-630P	12 NEWS AT 6P	:30	\$2,800.00	10/12-10/12	1		1	\$2,800.00	
Rating: 8.2												
	78	M	6P-630P	12 NEWS AT 6P	:30	\$2,800.00	10/15-10/15	1		1	\$2,800.00	
Rating: 8.2												
	79	TU	727P-8P	ENT. TONITE	:30	\$2,000.00	10/09-10/09	1	P2	1	\$2,000.00	
Rating: 5.8												
	80	W	727P-8P	ENT. TONITE	:30	\$2,000.00	10/10-10/10	1		1	\$2,000.00	
Rating: 5.8												
	81	TH	727P-8P	ENT. TONITE	:30	\$2,000.00	10/11-10/11	1		1	\$2,000.00	
Rating: 5.8												
	82	F	727P-8P	ENT. TONITE	:30	\$2,000.00	10/12-10/12	1		1	\$2,000.00	
Rating: 5.8												
	83	M	727P-8P	ENT. TONITE	:30	\$2,000.00	10/15-10/15	1		1	\$2,000.00	
Rating: 5.8												
	84	SA	657P-757P	ENTERTAINMENT THIS WEEK	:30	\$1,200.00	10/13-10/13	1	P1	1	\$1,200.00	
Rating: 1.8												

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	85	TU	11P-1135P	12 NEWS AT 11P	:30	\$3,200.00	10/09-10/09	1	1	1	\$3,200.00	
Rating: 8.6												
	86	W	11P-1135P	12 NEWS AT 11P	:30	\$3,200.00	10/10-10/10	1	1	1	\$3,200.00	
Rating: 8.6												
	87	TH	11P-1135P	12 NEWS AT 11P	:30	\$3,200.00	10/11-10/11	1	1	1	\$3,200.00	
Rating: 8.6												
	88	F	11P-1135P	12 NEWS AT 11P	:30	\$3,200.00	10/12-10/12	1	1	1	\$3,200.00	
Rating: 8.6												
	89	M	11P-1135P	12 NEWS AT 11P	:30	\$3,200.00	10/15-10/15	1	1	1	\$3,200.00	
Rating: 8.6												
	90	SA	11P-1135P	12 NEWS @ 11P	:30	\$3,200.00	10/13-10/13	1	1	1	\$3,200.00	
Rating: 6.2												
	91	SU	11P-1135P	12 NEWS @ 11P	:30	\$3,200.00	10/14-10/14	1	1	1	\$3,200.00	
Rating: 7.4												
	92	TU	1135P-1235A	DAVID LETTERMAN	:30	\$1,200.00	10/09-10/09	1	1	1	\$1,200.00	
Rating: 3.2												
	93	W	1135P-1235A	DAVID LETTERMAN	:30	\$1,200.00	10/10-10/10	1	1	1	\$1,200.00	
Rating: 3.2												
	94	TH	1135P-1235A	DAVID LETTERMAN	:30	\$1,200.00	10/11-10/11	1	1	1	\$1,200.00	
Rating: 3.2												
	95	F	1135P-1235A	DAVID LETTERMAN	:30	\$1,200.00	10/12-10/12	1	1	1	\$1,200.00	
Rating: 3.2												

Rep Order# 9836870 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/05/2012 11:24 AM
Last Received: 10/05/2012 11:02 AM
Showing Buylines: All Lines

10 of 11

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product American Crossroads
Estimate# 1088
Buyer Noelle Ramsey
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/1088
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	96	M	1135P-1235A	DAVID LETTERMAN	:30	\$1,200.00	10/15-10/15	1 P2	1	1	\$1,200.00	
Rating: 3.2												
	97	SU	1205A-105A	CRIMINAL MINDS	:30	\$750.00	10/14-10/14	1 P1	1	1	\$750.00	
Rating: 1.9												
	98	M	8P-9P	HOW I MET YOUR MOTHER / PARTNERS	:30	\$8,500.00	10/15-10/15	1 P2	1	1	\$8,500.00	
Rating: 8.4												
	99	TU	8P-9P	NCIS	:30	\$10,000.00	10/09-10/09	1 P2	1	1	\$10,000.00	
Rating: 15.6												
	100	W	9P-10P	CRIMINAL MINDS	:30	\$11,500.00	10/10-10/10	1 P2	1	1	\$11,500.00	
Rating: 9.3												
	101	SA	8P-9P	CRIMETIME SATURDAY	:30	\$1,200.00	10/13-10/13	1 P2	1	1	\$1,200.00	
Rating: 3.7												
	102	SA	9P-10P	CRIMETIME SATURDAY 2	:30	\$2,000.00	10/13-10/13	1 P2	1	1	\$2,000.00	
Rating: 4.2												
	103	SU	7P-8P	60 MINUTES	:30	\$12,000.00	10/14-10/14	1 P1	1	1	\$12,000.00	
Rating: 21.3												

---REPORT TOTALS---

Report Totals: 103 / \$202,950.00

---SALES MONTHLY TOTALS---

Rep Order# 9836870 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/05/2012 11:24 AM
Last Received: 10/05/2012 11:02 AM
Showing Buylines: All Lines

11 of 11

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product American Crossroads
Estimate# 1088
Buyer Noelle Ramsey
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/1088
Flight Dates 10/09/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

Oct 12: 103 / \$202,950.00

Sales Totals: 103 / \$202,950.00

Station Totals: 103 / \$202,950.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$405,252

CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	25%
WKRC	50%	WLWT	18%	WSTR	0%	WXIX	5%		

Books null
Demos RA35+

Order / Rev: 64045 Advertiser: American Crossroads
Alt Order #: 09836870 Product Desc: American Crossroads
Flight Dates: 10/09/12 - 10/15/12 Estimate: 1088

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKRC	10/11/12	10/11/12	430-5a News M-Th/Su 430a News	CM	4:30 XM-5:00 XM	---T---	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
GOOD MORNING CINCY @ 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12	10/14/12	---T---	1	\$250.00	0.00								
E 4	WKRC	10/15/12	10/15/12	430-5a News M-Th/Su 430a News	CM	4:30 XM-5:00 XM	M-----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
GOOD MORNING CINCY @ 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/15/12	10/21/12	10/21/12	M-----	1	\$250.00	0.00								
E 5	WKRC	10/14/12	10/14/12	430-5a News M-Th/Su 430a News	CM	4:30 XM-5:00 XM	-----S	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
GOOD MORNING CINCY @ 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12	10/14/12	-----S	1	\$250.00	0.00								
E 6	WKRC	10/09/12	10/09/12	5a Good Morn Cincinnati 5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	-T-----	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
GOOD MORNING CINCY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12	10/14/12	-T-----	1	\$1,100.00	0.00								
E 7	WKRC	10/10/12	10/10/12	5a Good Morn Cincinnati 5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	--W----	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
GOOD MORNING CINCY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12	10/14/12	--W----	1	\$1,100.00	0.00								
E 8	WKRC	10/11/12	10/11/12	5a Good Morn Cincinnati 5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	---T---	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
GOOD MORNING CINCY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12	10/14/12	---T---	1	\$1,100.00	0.00								
E 9	WKRC	10/12/12	10/12/12	5a Good Morn Cincinnati 5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	----F--	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
GOOD MORNING CINCY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12	10/14/12	----F--	1	\$1,100.00	0.00								
E 10	WKRC	10/15/12	10/15/12	5a Billboard 5a Billboard	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	M-----	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
GOOD MORNING CINCY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/15/12	10/21/12	10/21/12	M-----	1	\$1,100.00	0.00								
E 11	WKRC	10/09/12	10/09/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	-T-----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
GOOD MORNING CINCY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12	10/14/12	-T-----	1	\$1,400.00	0.00								
E 12	WKRC	10/10/12	10/10/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	--W----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
GOOD MORNING CINCY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12	10/14/12	--W----	1	\$1,400.00	0.00								
E 13	WKRC	10/11/12	10/11/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	---T---	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
GOOD MORNING CINCY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12	10/14/12	---T---	1	\$1,400.00	0.00								
E 14	WKRC	10/12/12	10/12/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	----F--	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
GOOD MORNING CINCY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12	10/14/12	----F--	1	\$1,400.00	0.00								
E 15	WKRC	10/15/12	10/15/12	6a Good Morn Cincinnati 6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	M-----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00

Order / Rev: 64045

Advertiser: American Crossroads

Alt Order #: 09836870

Product Desc: American Crossroads

Local 12 WKRC-TV

Flight Dates: 10/09/12 - 10/15/12

Estimate: 1088

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6a Good Morn Cincinnati															
6a Good Morn Cincinnati															
GOOD MORNING CINC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/15/12	10/21/12	M-----	1	\$1,400.00	0.00								
E 16	WKRC	10/09/12	10/09/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM	-T-----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
6a Good Morn Cincinnati															
GOOD MORNING CINC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	-T-----	1	\$1,400.00	0.00								
E 17	WKRC	10/10/12	10/10/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM	--W----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
6a Good Morn Cincinnati															
GOOD MORNING CINC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	--W----	1	\$1,400.00	0.00								
E 18	WKRC	10/11/12	10/11/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM	---T---	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
6a Good Morn Cincinnati															
GOOD MORNING CINC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	---T---	1	\$1,400.00	0.00								
E 19	WKRC	10/12/12	10/12/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM	----F--	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
6a Good Morn Cincinnati															
GOOD MORNING CINC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	----F--	1	\$1,400.00	0.00								
E 20	WKRC	10/15/12	10/15/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM	M-----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
6a Good Morn Cincinnati															
GOOD MORNING CINC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/21/12	M-----	1	\$1,400.00	0.00								
E 21	WKRC	10/09/12	10/09/12	CBS This Morning	CM	7:00 AM-7:30 AM	-T-----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
CBS Morning News															
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	-T-----	1	\$950.00	0.00								
E 22	WKRC	10/10/12	10/10/12	CBS This Morning	CM	7:00 AM-7:30 AM	--W----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
CBS Morning News															
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	--W----	1	\$950.00	0.00								
E 23	WKRC	10/11/12	10/11/12	CBS This Morning	CM	7:00 AM-7:30 AM	---T---	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
CBS Morning News															
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	---T---	1	\$950.00	0.00								
E 24	WKRC	10/12/12	10/12/12	CBS This Morning	CM	7:00 AM-7:30 AM	----F--	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
CBS Morning News															
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	----F--	1	\$950.00	0.00								
E 25	WKRC	10/15/12	10/15/12	CBS This Morning	CM	7:00 AM-7:30 AM	M-----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
CBS Morning News															
THE EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/15/12	10/21/12	M-----	1	\$950.00	0.00								
E 26	WKRC	10/13/12	10/13/12	6a-8a Local 12 News SaCM		7:00 AM-7:30 AM	-----S-	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
6a-8a Local 12 News Sat															
12 NEWS SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	-----S-	1	\$1,000.00	0.00								
E 27	WKRC	10/13/12	10/13/12		CM	7:30 AM-8:00 AM	-----S-	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00

Order / Rev: 64045 Advertiser: American Crossroads
Alt Order #: 09836870 Product Desc: American Crossroads Local 12 WKRC-TV
Flight Dates: 10/09/12 - 10/15/12 Estimate: 1088

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6a-8a Local 12 News Sat (7:30 AM-8:00 AM)															
12 NEWS SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		-----S-	1	\$1,000.00	0.00								
E 28 WKRC	10/13/12	10/13/12		CBS This Morning Saturday Saturday Early Show	CM	9:00 AM-9:30 AM (9:00 AM-9:30 AM)	-----S-	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
SATURDAY EARLY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		-----S-	1	\$1,400.00	0.00								
E 29 WKRC	10/09/12	10/09/12		M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	-T-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		-T-----	1	\$650.00	0.00								
E 30 WKRC	10/10/12	10/10/12		M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	--W----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		--W----	1	\$650.00	0.00								
E 31 WKRC	10/11/12	10/11/12		M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	---T---	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		---T---	1	\$650.00	0.00								
E 32 WKRC	10/12/12	10/12/12		M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		----F--	1	\$650.00	0.00								
E 33 WKRC	10/15/12	10/15/12		M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/15/12	10/21/12		M-----	1	\$650.00	0.00								
E 34 WKRC	10/09/12	10/09/12		M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	AI--T-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
ANDERSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		-T-----	1	\$650.00	0.00								
E 35 WKRC	10/10/12	10/10/12		M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	AI--W----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
ANDERSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		--W----	1	\$650.00	0.00								
E 36 WKRC	10/11/12	10/11/12		M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	AI---T---	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
ANDERSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		---T---	1	\$650.00	0.00								
E 37 WKRC	10/12/12	10/12/12		M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	AI-----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
ANDERSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		----F--	1	\$650.00	0.00								
E 38 WKRC	10/15/12	10/15/12		M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
ANDERSON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/15/12	10/21/12		M-----	1	\$650.00	0.00								
E 39 WKRC	10/09/12	10/09/12		CM	CM	12:00 PM-12:30 PM	I-T-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00

Order / Rev:

64045

Advertiser: American Crossroads

Alt Order #:

09836870

Product Desc: American Crossroads

Local 12 WKRC-TV

Flight Dates:

10/09/12 - 10/15/12

Estimate:

1088

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Let's Make a Deal															
Let's Make a Deal															
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12	10/14/12	---T---	1	\$1,000.00	0.00								
E 52	WKRC	10/12/12	10/12/12	Let's Make a Deal	CM	3:00 PM-4:00 PM	----F--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
Let's Make a Deal															
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12	10/14/12	----F--	1	\$1,000.00	0.00								
E 53	WKRC	10/15/12	10/15/12	Let's Make a Deal	CM	3:00 PM-4:00 PM	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
Let's Make a Deal															
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/15/12	10/21/12	10/21/12	M-----	1	\$1,000.00	0.00								
E 54	WKRC	10/09/12	10/09/12	4p Local 12 News at Four	FoU	4:00 PM-4:30 PM	-T-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
4p Local 12 News at Four															
12 NEWS FIRST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12	10/14/12	-T-----	1	\$2,000.00	0.00								
E 55	WKRC	10/10/12	10/10/12	4p Local 12 News at Four	FoU	4:00 PM-4:30 PM	--W----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
4p Local 12 News at Four															
12 NEWS FIRST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12	10/14/12	--W----	1	\$2,000.00	0.00								
E 56	WKRC	10/11/12	10/11/12	4p Local 12 News at Four	FoU	4:00 PM-4:30 PM	---T---	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
4p Local 12 News at Four															
12 NEWS FIRST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12	10/14/12	---T---	1	\$2,000.00	0.00								
E 57	WKRC	10/12/12	10/12/12	4p Local 12 News at Four	FoU	4:00 PM-4:30 PM	----F--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
4p Local 12 News at Four															
12 NEWS FIRST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12	10/14/12	----F--	1	\$2,000.00	0.00								
E 58	WKRC	10/15/12	10/15/12	4p Local 12 News at Four	FoU	4:00 PM-4:30 PM	M-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
4p Local 12 News at Four															
12 NEWS FIRST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/15/12	10/21/12	10/21/12	M-----	1	\$2,000.00	0.00								
E 59	WKRC	10/09/12	10/09/12	4p Local 12 News at Four	FoU	4:30 PM-5:00 PM	-T-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
4p Local 12 News at Four															
12 NEWS FIRST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12	10/14/12	-T-----	1	\$2,000.00	0.00								
E 60	WKRC	10/10/12	10/10/12	4p Local 12 News at Four	FoU	4:30 PM-5:00 PM	--W----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
4p Local 12 News at Four															
12 NEWS FIRST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12	10/14/12	--W----	1	\$2,000.00	0.00								
E 61	WKRC	10/11/12	10/11/12	4p Local 12 News at Four	FoU	4:30 PM-5:00 PM	---T---	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
4p Local 12 News at Four															
12 NEWS FIRST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12	10/14/12	---T---	1	\$2,000.00	0.00								
E 62	WKRC	10/12/12	10/12/12	4p Local 12 News at Four	FoU	4:30 PM-5:00 PM	----F--	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
4p Local 12 News at Four															
12 NEWS FIRST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Weeks/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12	10/14/12	----F--	1	\$2,000.00	0.00								
E 63	WKRC	10/15/12	10/15/12	4:30 PM-5:00 PM	CM	4:30 PM-5:00 PM	M-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00

Order / Rev: 64045

Advertiser: American Crossroads

Alt Order #: 09836870

Product Desc: American Crossroads

Local 12 WKRC-TV

Flight Dates: 10/09/12 - 10/15/12

Estimate: 1088

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4p Local 12 News at Four															
12 NEWS FIRST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/15/12	10/21/12	M-----	1	\$2,000.00	0.00								
E 64	WKRC	10/09/12	10/09/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM	-T-----	:30	1	\$2,200.00	P-1	0.00	NM	1	\$2,200.00
12 LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	-T-----	1	\$2,200.00	0.00								
E 65	WKRC	10/10/12	10/10/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM	--W----	:30	1	\$2,200.00	P-1	0.00	NM	1	\$2,200.00
12 LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	--W----	1	\$2,200.00	0.00								
E 66	WKRC	10/11/12	10/11/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM	---T---	:30	1	\$2,200.00	P-1	0.00	NM	1	\$2,200.00
12 LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	---T---	1	\$2,200.00	0.00								
E 67	WKRC	10/12/12	10/12/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM	----F--	:30	1	\$2,200.00	P-1	0.00	NM	1	\$2,200.00
12 LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	----F--	1	\$2,200.00	0.00								
E 68	WKRC	10/15/12	10/15/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM	M-----	:30	1	\$2,200.00	P-1	0.00	NM	1	\$2,200.00
12 LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/15/12	10/21/12	M-----	1	\$2,200.00	0.00								
E 69	WKRC	10/09/12	10/09/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM	-T-----	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
12 LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	-T-----	1	\$2,400.00	0.00								
E 70	WKRC	10/10/12	10/10/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM	--W----	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
12 LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	--W----	1	\$2,400.00	0.00								
E 71	WKRC	10/11/12	10/11/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM	---T---	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
12 LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	---T---	1	\$2,400.00	0.00								
E 72	WKRC	10/12/12	10/12/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM	----F--	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
12 LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	----F--	1	\$2,400.00	0.00								
E 73	WKRC	10/15/12	10/15/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM	M-----	:30	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
12 LOCAL NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/15/12	10/21/12	M-----	1	\$2,400.00	0.00								
E 74	WKRC	10/09/12	10/09/12	6p Local 12 News at Six	CM	6:00 PM-6:30 PM	-T-----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
12 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	-T-----	1	\$2,800.00	0.00								
E 75	WKRC	10/10/12	10/10/12	CM	CM	6:00 PM-6:30 PM	--W----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00

Order / Rev: 64045 Advertiser: American Crossroads
Alt Order #: 09836870 Product Desc: American Crossroads Local 12 WKRC-TV
Flight Dates: 10/09/12 - 10/15/12 Estimate: 1088

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6p Local 12 News at Six															
6p Local 12 News at Six															
12 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		--W----	1	\$2,800.00	0.00								
E 76	WKRC	10/11/12	10/11/12	6p Local 12 News at SixCM	1	6:00 PM-6:30 PM	---T---	:30	1	\$2,800.00P-2		0.00	NM	1	\$2,800.00
6p Local 12 News at Six															
12 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		---T---	1	\$2,800.00	0.00								
E 77	WKRC	10/12/12	10/12/12	6p Local 12 News at SixCM	1	6:00 PM-6:30 PM	----F--	:30	1	\$2,800.00P-2		0.00	NM	1	\$2,800.00
6p Local 12 News at Six															
12 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		----F--	1	\$2,800.00	0.00								
E 78	WKRC	10/15/12	10/15/12	6p Local 12 News at SixCM	1	6:00 PM-6:30 PM	M-----	:30	1	\$2,800.00P-2		0.00	NM	1	\$2,800.00
6p Local 12 News at Six															
12 NEWS AT 6P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/15/12	10/21/12		M-----	1	\$2,800.00	0.00								
E 79	WKRC	10/09/12	10/09/12	M-F 730p-8p	CM	7:27 PM-8:00 PM	-T-----	:30	1	\$2,000.00P-2		0.00	NM	1	\$2,000.00
M-F 730p-8p															
ENT. TONITE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		-T-----	1	\$2,000.00	0.00								
E 80	WKRC	10/10/12	10/10/12	M-F 730p-8p	CM	7:27 PM-8:00 PM	--W----	:30	1	\$2,000.00P-2		0.00	NM	1	\$2,000.00
M-F 730p-8p															
ENT. TONITE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		--W----	1	\$2,000.00	0.00								
E 81	WKRC	10/11/12	10/11/12	M-F 730p-8p	CM	7:27 PM-8:00 PM	---T---	:30	1	\$2,000.00P-2		0.00	NM	1	\$2,000.00
M-F 730p-8p															
ENT. TONITE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		---T---	1	\$2,000.00	0.00								
E 82	WKRC	10/12/12	10/12/12	M-F 730p-8p	CM	7:27 PM-8:00 PM	----F--	:30	1	\$2,000.00P-2		0.00	NM	1	\$2,000.00
M-F 730p-8p															
ENT. TONITE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		----F--	1	\$2,000.00	0.00								
E 83	WKRC	10/15/12	10/15/12	M-F 730p-8p	CM	7:27 PM-8:00 PM	M-----	:30	1	\$2,000.00P-2		0.00	NM	1	\$2,000.00
M-F 730p-8p															
ENT. TONITE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/15/12	10/21/12		M-----	1	\$2,000.00	0.00								
E 84	WKRC	10/13/12	10/13/12	Sa Prime Access RotatoCM		6:57 PM-7:57 PM	-----S-	:30	1	\$1,200.00P-1		0.00	NM	1	\$1,200.00
Sa Prime Access															
ENTERTAINMENT THIS WEEK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		-----S-	1	\$1,200.00	0.00								
E 85	WKRC	10/09/12	10/09/12	11p M-Su Local 12 NewsCM		11:00 PM-11:35 PM	PI-T-----	:30	1	\$3,200.00P-2		0.00	NM	1	\$3,200.00
11p M-Su Local 12 News 11															
12 NEWS AT 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		-T-----	1	\$3,200.00	0.00								
E 86	WKRC	10/10/12	10/10/12	11p M-F Local 12 NewsCM		11:00 PM-11:35 PM	PI--W----	:30	1	\$3,200.00P-2		0.00	NM	1	\$3,200.00
11p M-F Local 12 News 11															
12 NEWS AT 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:	10/08/12	10/14/12		--W----	1	\$3,200.00	0.00								
E 87	WKRC	10/11/12	10/11/12	11:00 PM-11:35 PM	CM	11:00 PM-11:35 PM	PI--T---	:30	1	\$3,200.00P-2		0.00	NM	1	\$3,200.00

Order / Rev:

64045

Advertiser: American Crossroads

Alt Order #:

09836870

Product Desc: American Crossroads

Local 12 WKRC-TV

Flight Dates:

10/09/12 - 10/15/12

Estimate:

1088

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
11p M-F Local 12 News 1															
11p M-F Local 12 News 11															
12 NEWS AT 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	---T---	1	\$3,200.00	0.00								
E 88	WKRC	10/12/12	10/12/12	11p M-F Local 12 News CM	CM	11:00 PM-11:35 PM	----F--	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
11p M-F Local 12 News 11															
12 NEWS AT 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	----F--	1	\$3,200.00	0.00								
E 89	WKRC	10/15/12	10/15/12	11p M-F Local 12 News CM	CM	11:00 PM-11:35 PM	-----	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
11p M-F Local 12 News 11															
12 NEWS AT 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/15/12	10/21/12	M-----	1	\$3,200.00	0.00								
E 90	WKRC	10/13/12	10/13/12	11p M-Su Local 12 News CM	CM	11:00 PM-11:35 PM	-----S-	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
11p M-Su Local 12 News 11															
12 NEWS @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	-----S-	1	\$3,200.00	0.00								
E 91	WKRC	10/14/12	10/14/12	11p M-Su Local 12 News CM	CM	11:00 PM-11:35 PM	-----S	:30	1	\$3,200.00	P-2	0.00	NM	1	\$3,200.00
11p M-Su Local 12 News 11															
12 NEWS @ 11P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	-----S	1	\$3,200.00	0.00								
E 92	WKRC	10/09/12	10/09/12	Letterman Letterman	CM	11:35 PM-12:35 XM	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	-T-----	1	\$1,200.00	0.00								
E 93	WKRC	10/10/12	10/10/12	Letterman Letterman	CM	11:35 PM-12:35 XM	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	--W----	1	\$1,200.00	0.00								
E 94	WKRC	10/11/12	10/11/12	Letterman Letterman	CM	11:35 PM-12:35 XM	---T----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	---T----	1	\$1,200.00	0.00								
E 95	WKRC	10/12/12	10/12/12	Letterman Letterman	CM	11:35 PM-12:35 XM	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	----F--	1	\$1,200.00	0.00								
E 96	WKRC	10/15/12	10/15/12	Letterman Letterman	CM	11:35 PM-12:35 XM	-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/15/12	10/21/12	M-----	1	\$1,200.00	0.00								
E 97	WKRC	10/14/12	10/14/12	Sun 1205a-105a Sun 1205a-105a	CM	12:05 XM-1:05 XM	-----S	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
CRIMINAL MINDS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/08/12	10/14/12	-----S	1	\$750.00	0.00								
E 98	WKRC	10/15/12	10/15/12	Mon Reg 1 Mon Reg 1	CM	8:00 PM-9:00 PM	M-----	:30	1	\$8,500.00	P-2	0.00	NM	1	\$8,500.00
HOW I MET YOUR MOTHER / PARTNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 10/15/12	10/21/12	M-----	1	\$8,500.00	0.00								
E 99	WKRC	10/09/12	10/09/12	CM	CM	8:00 PM-9:00 PM	-T-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00

